

# **EXHIBIT 92**

## **REDACTED**

Message

From: [REDACTED]@google.com]  
Sent: 3/5/2015 9:49:25 PM  
To: [REDACTED]@google.com]  
Subject: Re: quarterly summary

**EXHIBIT****132**

## 1. Global Bernanke

- a. Proposed a methodology to achieve varying margin per pub while still maintaining [REDACTED] at the network level. Simulated several versions to show annual revenue potential of [REDACTED]
- b. Initial set of experiments helped derive more insights and refine the methodology, based on discussions with GDN and AdX leads.
- c. Simulations on the 'final' CPD based version completed. Based on the results, we got approval from GDN leads, AdX team and the VPs.
- d. Plan to launch this quarter. We expect this first version to have [REDACTED] revenue gain and CPD increase.

## 2. [REDACTED]

- Started initial [REDACTED] experiments. Using the insights, we have run other experiments and planning some more. These include:

## 3. Revenue calibration

- Auction code changes completed to handle revenue calibration.

- a. [REDACTED] code with bootstrap to [REDACTED] nearly complete.
  - b. Plan to have experiment running this quarter.
4. Bernanke improvements
- Worked with [REDACTED] to launch bug fix for budget throttling for [REDACTED] AdX revenue. Set up a methodology to run custom Bernanke as part of this experiment to better measure launch impact.
  - a. Removed pub Bernanke holdback for [REDACTED] revenue.
  - b. Flag changes done for experiment incorporating [REDACTED] ads in Bernanke. Experiment to be started this quarter.

## 5. [REDACTED]

- Completed revenue projection for [REDACTED]. Estimated over [REDACTED] remarketing spend increase and [REDACTED] volume increase. Considered numerous factors such as [REDACTED]

- a. Presented the above methodology and results to numerous GDN and AdX directors, PMs and VPs. These numbers eventually served as important data points for the launch approval.
- b. Currently working with [REDACTED] teams on quality issues and latency reduction (e.g., [REDACTED] based list selection).

## 6. [REDACTED]

- Ran simulations with [REDACTED] bid together optimally.
- a. Showed revenue potential of about [REDACTED] at this stage. Potentially much higher revenue gains possible as [REDACTED] grows.

## 7. Joint effort with AdX team

- Pitched original sell-side DRS version for [REDACTED] revenue. Helped with the approval process with AdX and GDN leads.

- a. Currently helping AdX team build transparent DRS versions.

- b. Consulting on other projects such as dynamic RPO.

## 8. AdX calibration

- Launched a new calibration pipeline [REDACTED]  
[REDACTED] Vastly improves run time, reduces complexity and added [REDACTED] revenue, [REDACTED] profit.

- a. Working with [REDACTED] on adding clickiness to the model.

On Tue, Mar 3, 2015 at 1:16 AM, [REDACTED]@google.com> wrote:  
Adding [REDACTED]

On Tue, Mar 3, 2015 at 12:13 AM, [REDACTED]@google.com> wrote:  
Hi Team,

Please write a 1-2 paragraphs summary of your work/projects in Q4-Q1 (it could be organized in a few bullet points) and email it to me by Wednesday. Do not spend a lot of time on it (definitely less than half an hour).

thanks,  
[REDACTED]